

HOW TO PAINT

CONCRETE, STUCCO, MASONRY
AND OTHER SURFACES . . .



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MEDUSA PRODUCTS COMPANY
DIVISION OF MEDUSA PORTLAND CEMENT CO.
1000 MIDLAND BUILDING • CLEVELAND, OHIO

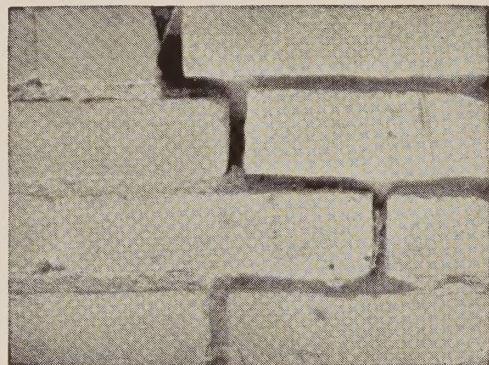


MEDUSA PORTLAND CEMENT PAINT

WHY ALL CONCRETE AND MASONRY NEED SURFACE PROTECTION

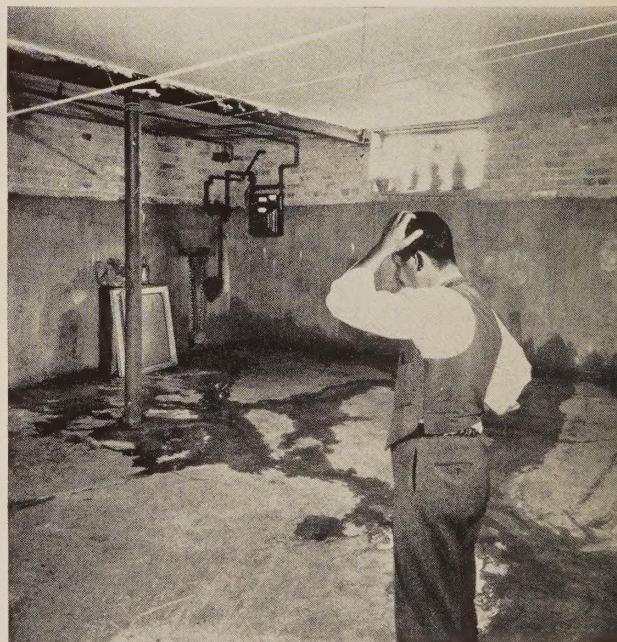
EXPOSURE—Rain, wind, frost and temperature extremes are natural enemies of concrete and masonry surfaces. Unless a wall has been properly waterproofed when built, under certain conditions, such as hard driving rains of long duration, water is sure to creep into tiny cracks or be absorbed to some extent into the surface of brick, tile, stucco or concrete through capillary attraction. This water freezes and before long the tiny cracks widen, disfiguring the wall and causing permanent damage.

DETERIORATION—The illustration at the right shows what happens when water enters cracks in the mortar joints of a wall and freezes. When confined water freezes, it expands with terrific pressure. When water is confined in cracks in masonry, this force breaks off the sides of the cracks. At the first sign of such deterioration preventative measures should be taken, or before long the entire wall is weakened.



This illustration shows a deteriorated joint.

The illustration below shows a damp, unsightly basement.

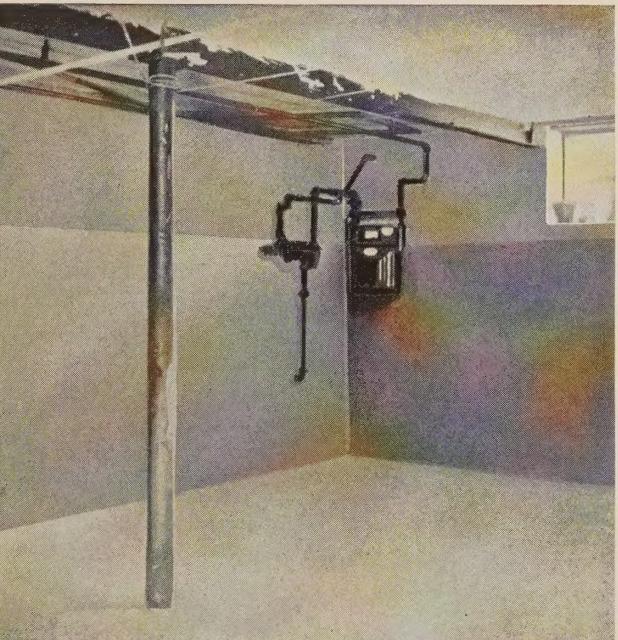


HOW MEDUSA PORTLAND CEMENT PAINT PRO- TECTS AND BEAUTIFIES

HOW IT PROTECTS—A paint to be satisfactory for masonry surfaces must be one that can be applied where dampness is apt to be encountered or over a damp surface. Otherwise it will not penetrate the tiny pores or will be damaged by reaction with the alkalies present.

Medusa Portland Cement Paint, having a true portland cement base, has a natural affinity for moisture. In fact moisture is necessary for

And here is the same basement as shown on the opposite page after it had been waterproofed and then painted with Medusa Portland Cement Paint and Medusa Floor Coating.



its hardening. This paint combined with water penetrates the tiniest pores, keying the finish to the wall. It makes a hard cement finish that really is a permanent, water-resisting part of the surface.

Medusa Portland Cement Paint has a triple ground Portland cement base with which are combined pigments of high hiding power. This paint, unlike many other cement paints, contains no lime, glue, casein or other material that is affected by the chemical action of lime, alkalies or water. Being water-insoluble after hardening, Medusa Paint prevents deterioration by helping to keep moisture from permeating masonry surfaces.

Leading architects are now specifying the painting of all exposed concrete, stucco and masonry walls to enhance their appearance and to give greater durability and longer life.

Recent tests conducted by the development department of the Portland Cement Association, results of which were published in the Journal of the American Concrete Institute, Nov. 1939,* showed that "unpainted concrete masonry walls leaked rapidly regardless of size and grading of aggregates, concrete mix or surface texture employed in the concrete unit. Much of the leakage occurred at the mortar joint. All concrete masonry walls given two coats, brush applied Portland Cement Paint were practically impervious as long as the paint remained in good condition. . . . In general, the paint proved slightly more effective when used on blocks having a relatively smooth, dense surface. One coating of paint greatly improved the performance of concrete and masonry but was less resistant than two coats. . . . Equally

* "Tests of the Resistance to Rain Penetration of Walls Built of Masonry and Concrete." By R. E. Copeland and C. C. Carlson.

good results were obtained through a wide range of job mix and commercial brands of Portland Cement Paint. Mixtures containing a large proportion of lime were, however, inclined to become chalky and their durability is questioned."

APPLICATION—In use, Medusa Portland Cement Paint is mixed with water and applied on damp surfaces. Usually, if the surface is not damp, it is necessary for best results to dampen it before application of paint (See Page 18). This makes a more uniform suction and prevents uneven and rapid drying out of the paint. Each coat should be lightly sprayed after the paint has attained its set, or has hardened sufficiently so as not to damage the paint.

SPRAYING OR BRUSHING—Medusa Portland Cement Paint is easy to apply. Being very finely ground it flows freely from the brush or spray nozzle into cracks and crevices of rough masonry. Complete directions for applying with brush or spray are enclosed in each container.

SURFACES—Medusa Paint is designed exclusively for concrete, stucco, brick, tile and other masonry surfaces. It will not adhere to wood, metal or vitreous surfaces nor can it be used on glazed surface tile.

BEAUTIFUL EFFECT—Medusa Portland Cement Paint lends itself to almost any decorative treatment the architect, builder or homeowner desires.

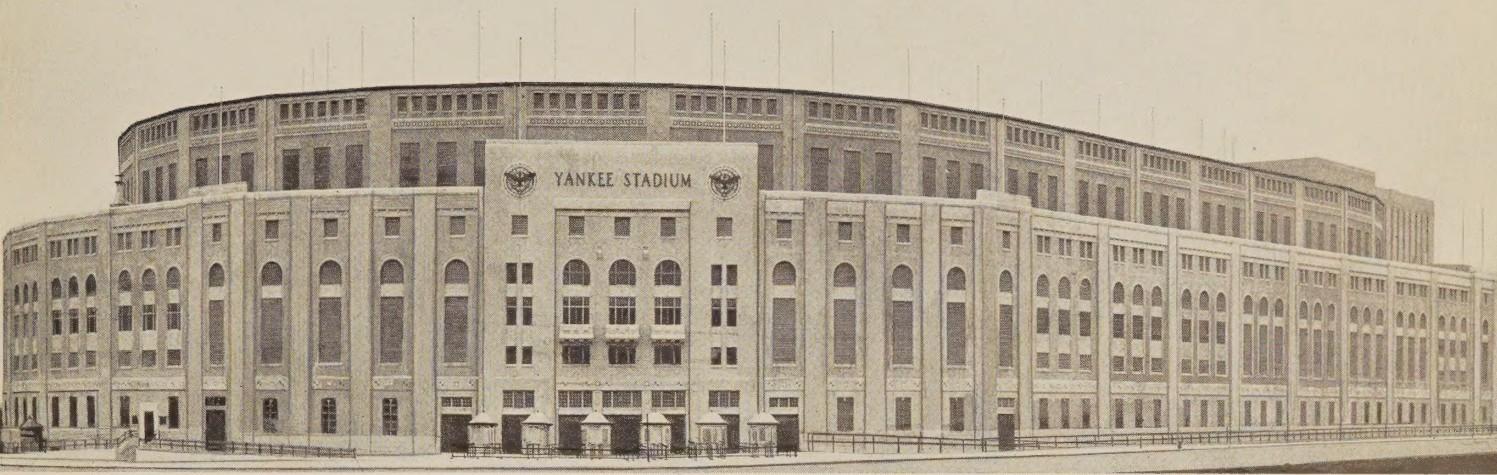
Because this paint is made from the same basic material as the masonry itself, it imparts to those surfaces a natural finish that is permanent and beautiful.

Medusa Portland Cement Paint comes in white, black, ivory, cream, stone gray, pearl gray, red, Spanish buff, green and blue. Although we cannot guarantee the blue to be permanent as to color, blue is often used by those who expect to repaint each year. Frequently it is desirable to use these colors in combination in a decorative scheme.

COLOR SELECTION—Care must be taken in selecting colors. Colors will vary in depth of tone on different surfaces due to the fact that porosity and suction in concrete, stucco and masonry surfaces varies, often on the same building. Our color chips indicate color for a two-coat application. Two coats dry out lighter than a one-coat application. It is recommended that tests be made for color before the painting is started.

COST—Medusa Paint is a decidedly economical finish for concrete, stucco and masonry. The first cost is appreciably lower than other types of masonry paints. Other economies are—a covering capacity that is much greater and a permanent finish that can be washed repeatedly, eliminating the expense of frequent repainting. Medusa Paint requires no expensive undersealer or treatment of surface before application. No oils or turpentine are used as thinner, water being all that is required. Finally, its economy is especially pronounced in its water-resisting qualities as well as its beauty, permanence and ease of application.

It is because of these economies that Medusa Portland Cement Paint is being widely used to decorate and provide a durable coating for exterior and interior surfaces both in industry and in homes.



COVERAGE—As stated above, Medusa Portland Cement Paint has excellent covering capacity. It is well to remember that there is considerable difference between the coverage of the various makes of cement paint. Each ten pounds of Medusa Paint when mixed with water produces approximately one and one-half gallons of liquid paint ready to apply. In a recent test on a 100 square foot surface, it was found that a competitive cement paint containing lime required four pounds to cover. Medusa Paint required only 2.8 pounds to cover. Although the competitive paint cost less than Medusa per pound, its smaller area of coverage made it more expensive, proving that cement paint should not be bought on a price per pound basis.

NO TREATMENT NEEDED—Specifications for ordinary oil or masonry paints do not permit their application unless the concrete or masonry surface is perfectly dry and even when dry, it must be treated with expensive neutralizing agents to counteract the chemical

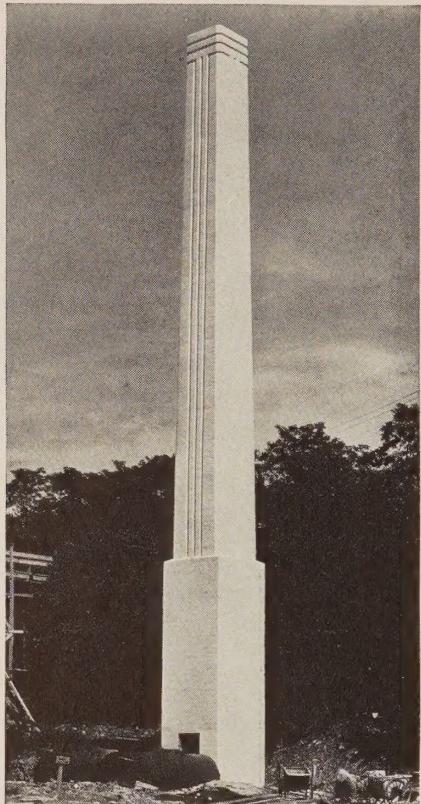
reaction of the lime and alkalies. It is extremely difficult to determine just when a concrete or masonry surface is dry or if it is dry, how long it will remain so. With Medusa Portland Cement Paint the surface need not be dry and if efflorescence is not present on the surface, no treatment against alkalies or lime is necessary.

FLOORS—Medusa Portland Cement Paint is not recommended for floors (except floors for swimming pools and wading pools) because in this use abrasion will wear off the paint. For concrete floors we recommend Medusa Floor Coating which is designed particularly for this purpose (see page 20).

On the following pages we give a general classification of uses and a few specific applications under each class. If the use in which you are interested does not appear under any classification, write and tell us about your requirements. Our technical department will be glad to advise you and work with you in solving your particular problem.

Yankee Stadium, New York City, painted with Medusa Portland Cement Paint

• FOR INDUSTRIAL AND PUBLIC BUILDINGS



Chimney at Eden Park Conservatory Power Plant, Cincinnati, Ohio, painted with Medusa Portland Cement Paint.



Enlisted Men's Barracks, Randolph Field, Texas. Painted with Medusa Portland Cement Paint.

WHERE TO APPLY—Construction and maintenance engineers of manufacturing plants and public buildings find in Medusa Portland Cement Paint tremendous possibilities for producing satisfactory, economical and permanent concrete and masonry wall protection both inside and outside.

Medusa Paint is successfully applied to hundreds of industrial concrete and masonry exteriors. In such use it beautifies the buildings and helps prevent mortar joints from crumbling, thereby saving the cost of pointing. It also provides a degree of protection against dampness. Many maintenance engineers use this paint for walls where ordinary paints cannot be used because the walls are damp.

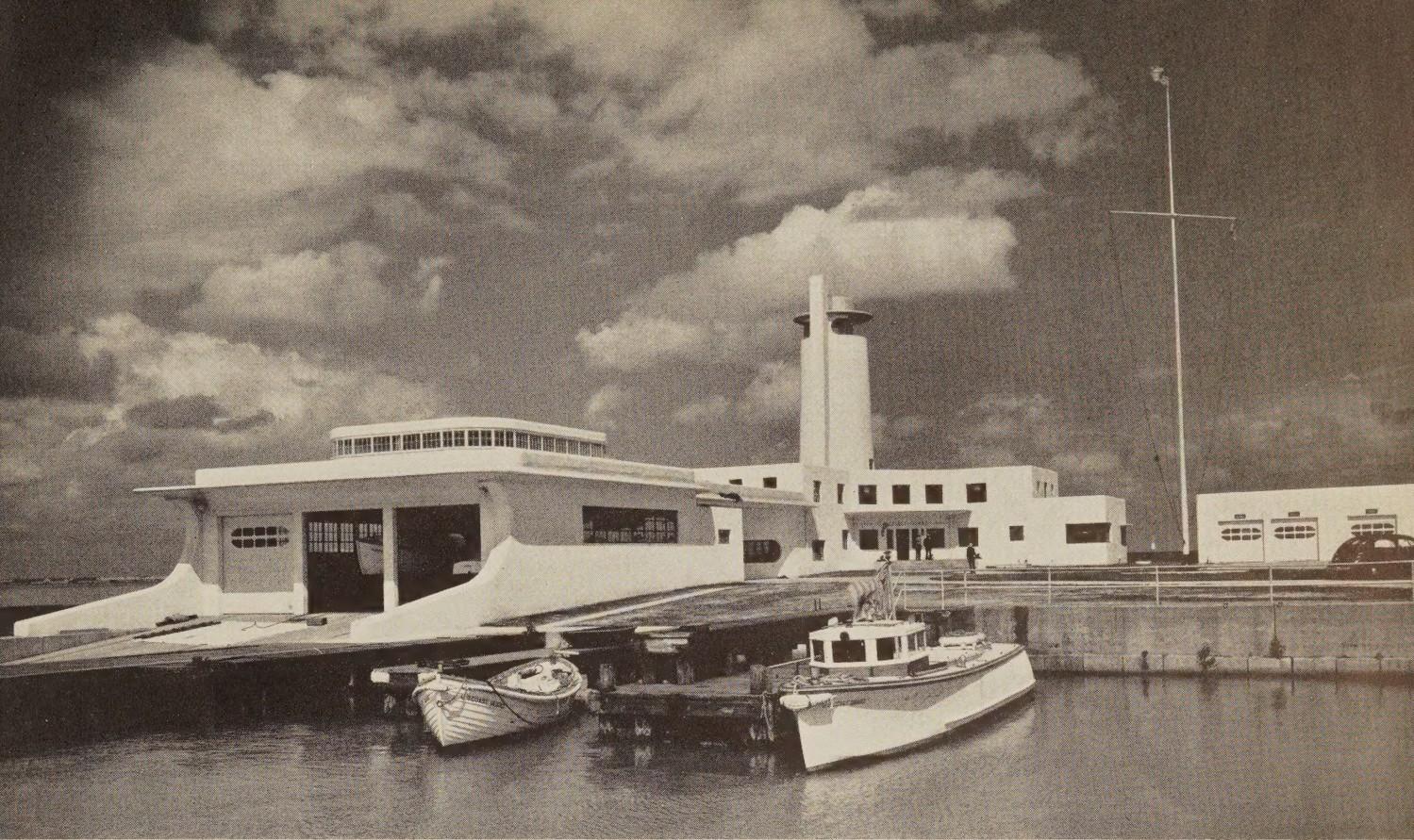
WHERE LIGHT IS ESSENTIAL—White Medusa Paint is used to lighten and beautify the walls of underground tunnels, passageways, boiler rooms, etc., where other paints cannot be used.

COST—Industrial maintenance painting of today seeks the greatest possible protection and permanence at the lowest possible cost.

Because this paint can be used on wet or dry concrete or masonry surfaces, it makes a permanent bond, is washable and decorative. Its first cost and application are very economical; therefore many industrial concerns have

Hamilton Field Airport Hangars, San Rafael, California. Medusa Portland Cement Paint is ideal for Airport use.





Cleveland Coast Guard Station painted with Medusa Portland Cement Paint.

standardized on Medusa Paint for all concrete and masonry surfaces as a paint for both maintenance and new construction. On new industrial work it can be applied before the walls dry out, thereby saving expensive delays and speeding up the finishing work.

STEAM PROCESS INDUSTRIES—Medusa Paint is especially successful on walls and ceilings of rooms of high humidity, such as laundries, dairies, breweries, bottling plants, packing plants, etc.

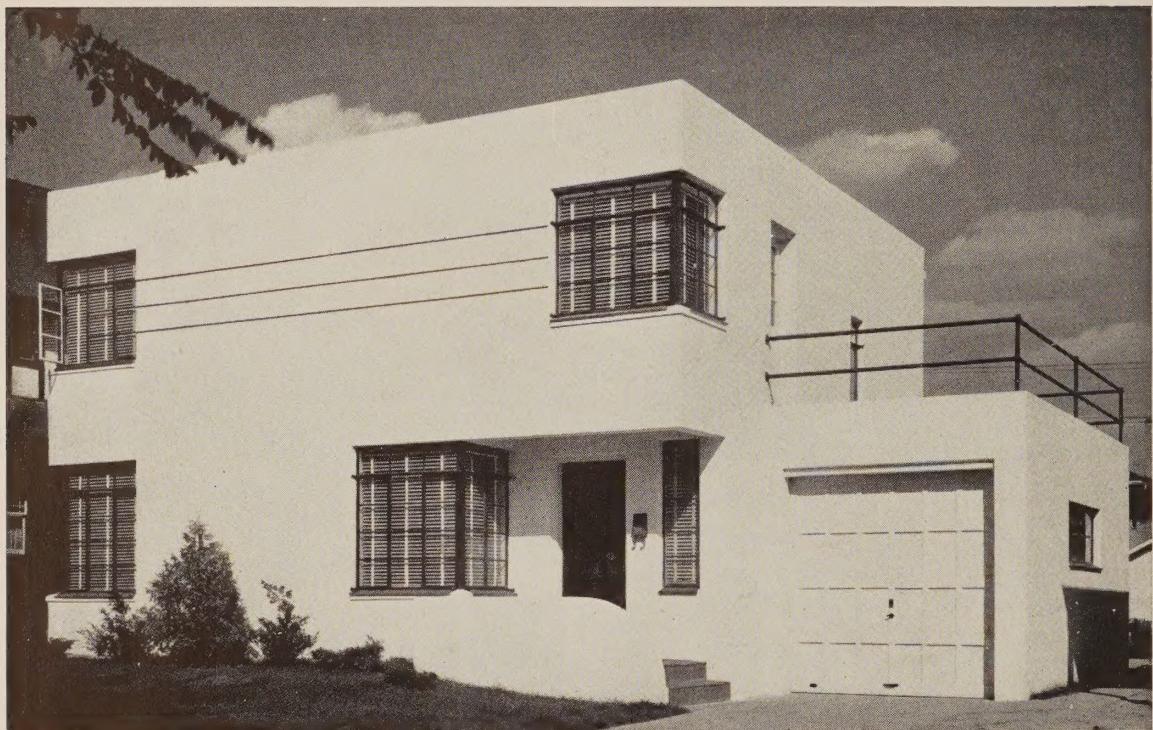
MISCELLANEOUS—In addition to the painting of concrete and unglazed masonry interior and exterior walls in the industrial field, Medusa Paint also has a wide range of miscellaneous uses. For example, it has been particularly successful in the painting of smoke-

stacks, water towers, storage bins and elevators, service stations and public garages. Industrial and maintenance engineers who have concrete or masonry painting problems facing them are invited to consult with our technical department.

Medusa Paint is being widely used now on federal, state, and municipal projects. Public officials find that this paint gives them two tremendous advantages when used on projects such as public buildings, stadia, garages, bridges, etc. First, it greatly improves the appearance of the structure, attracting the public's attention and second, the water resistance of the paint protects the surface of the structure.

CONDENSATION—The condensation which gathers on all underground structures, does not affect Medusa Paint.

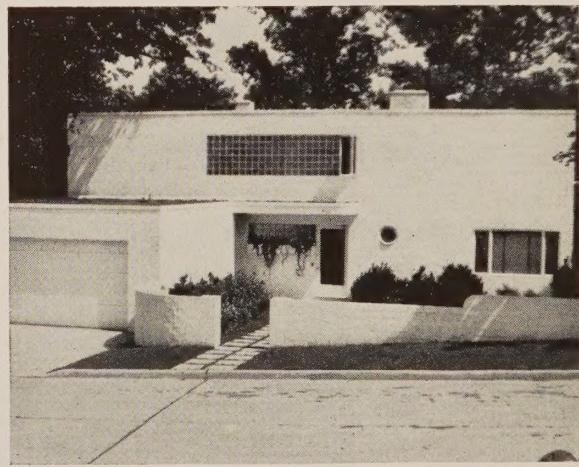
**TO DECORATE
AND PROTECT STUCCO**



Residence in Ft. Wayne, Ind., painted with Medusa White Portland Cement Paint.



*Emmanuel Church of the Evangelical Association,
Norwalk, Wisconsin.
Medusa Portland Cement Paint used.*



*Residence of Edw. Jones, Fairmont, W. Va.
Medusa White Portland Cement Paint used on
this modern home.*



Medusa Portland Cement Paint was used on this beautiful stucco residence at Philadelphia

Medusa Portland Cement Paint is the ideal material for beautifying and preserving stucco. The use of Medusa Portland Cement Paint over stucco has the following advantages: the paint itself, made from triple-ground cement, penetrates the minute pores and crevices and becomes a part of the stucco surface to which it is applied. It is a true Portland cement base paint, therefore it bonds naturally with the cement stucco. It retains all the beauty of the original stucco surface without any undesirable painted appearance.

Medusa Cement Paint applied to stucco will seal the pores, helping to keep moisture out. If small, hairline cracks have appeared in the

stucco they can be filled with a heavy mixture of the paint worked in with a brush. Large cracks and broken places can be filled by making a stiff putty of Medusa Cement Paint. By sealing the pores and cracks, the entrance of moisture, which causes deterioration, is reduced to a minimum. Because dampness is essential to best results in the use of Medusa Paint, it is unnecessary to wait for cement stucco to cure before painting.

Medusa Paint can be obtained in white, black and eight colors. Mottled effects for Spanish and Moorish types of architecture are easily produced when such a finish is desired.



Medusa Portland Cement Paint beautifies the exterior of this brick home.

• ADDING CHARM AND BEAUTY TO BRICK EXTERIORS

Homes built of brick or concrete brick, painted with Medusa Portland Cement Paint have a permanent beauty that makes them stand out with a distinctive charm. Many home owners have made old brick houses look like new by remodeling and by applying this paint. Architects and builders have secured unusually charming effects by using common brick and painting with Medusa Paint. Whether on concrete or clay brick, this paint keys perfectly to the wall, making a beautiful, permanent, washable finish.

Houses painted with Medusa White Portland Cement Paint have been found to be considerably cooler on hot summer days.

Medusa Portland Cement Paint is ideal for painting foundations and areaways around basement windows to give greater light to the basement.

WEATHER-BEATEN EFFECTS—To give weather-beaten effects to a home of common brick the surface should first be given two coats of Medusa Portland Cement Paint to minimize the absorption into the brick or mortar joints which causes damp interiors. This painted surface is then covered with as many coats of whitewash as desired. The whitewash will crack, blister and peel, giving that popular weather-beaten effect.



Building in Janesville, Wis. before and after remodeling. Now called the Colonial Apartments, this building was pointed up with Medusa Briks^T and painted with Medusa Portland Cement Paint



Concrete block residence at Lansing, Mich., made beautiful with Medusa Portland Cement Paint.



This attractive station at Pigeon, Michigan, was painted with Medusa Portland Cement Paint

● A BEAUTIFUL FINISH FOR CONCRETE BLOCK

The trend today toward small homes built of concrete, cinder and light weight block and concrete brick brings with it a problem of the proper painting of walls of these materials. Many builders of this type of small home are painting both inside and outside walls with Medusa Portland Cement Paint.

Medusa Paint, having a true Portland cement base, is a logical and most economical finish for this type of house. In many areas it eliminates the cost of applying a finishing coat of plaster or stucco, closes the pores and produces a natural cement finish.

The outside surface of the concrete, cinder and light weight block wall is subject to rain, wind and frost. In the winter, wind-driven rain is absorbed into the unpainted surface of these blocks where it may freeze in the tiny pores and crevices. The freezing moisture exerts pressure on the sides of the pores and the

These fire-safe concrete homes near Syracuse, N. Y., are painted with Medusa Portland Cement Paint.

crevices and before long, cracks appear which tend to widen as time goes on, disfiguring the walls and causing permanent damage. It is for these reasons that the exterior wall must be protected.

The experience of those who have tried oil paints on the outside walls of the concrete, cinder and light weight aggregate block buildings, shows that these paints dust, peel or scale off, due to the action of water and alkalies in the block or mortar. Medusa Portland Cement Paint, whose base is cement, forms a natural bond with the cement in the block and mortar, giving a permanent, hard, alkali-proof, cement-like finish that helps to keep moisture from entering the block or mortar, thereby preventing deterioration and damage.

Many builders of concrete, cinder and light weight aggregate block buildings are using Medusa Portland Cement Paint for painting the interior walls when no plaster coat is to be used. The smooth, even texture and the beautiful color plus the permanent finish that is washable and moisture resisting, make a charming inside block wall finish.



MAKING THE BASEMENT LIVABLE . . .

The modern trend for livable basements almost eliminates the old-fashioned idea of leaving the basement unpainted. A few years ago the basement was a dark, usually dirty storage room for everything unsightly and not wanted.

Modern architecture calls for the utilization of this formerly wasted space as a recreation room, den, card room, play room and laundry. A damp basement is unsightly and far from being livable. To be practical it must be clean, dry and decorated.

New home basements can be painted immediately. Natural dampness in walls is an advantage rather than a detriment to Medusa Paint. Applied as directed it becomes a part of the wall itself, sealing the pores against seepage and giving a permanent decorative finish which will not be injured by moisture. Medusa Portland Cement Paint transforms an old, dark, dingy, damp basement into a cheery, livable part of the house.

FINISH CAN BE WASHED—One of the distinct advantages of Medusa Paint is its permanence and the fact that dirt can be washed from the surface with ease. This eliminates frequent renewal.

DECORATIVE EFFECTS—By using Medusa Paint basements can be finished in white, blue, green, Spanish buff, stone gray, black, pearl gray, cream or red, thereby attaining almost any



Unsightly basements can be made beautiful at little expense.



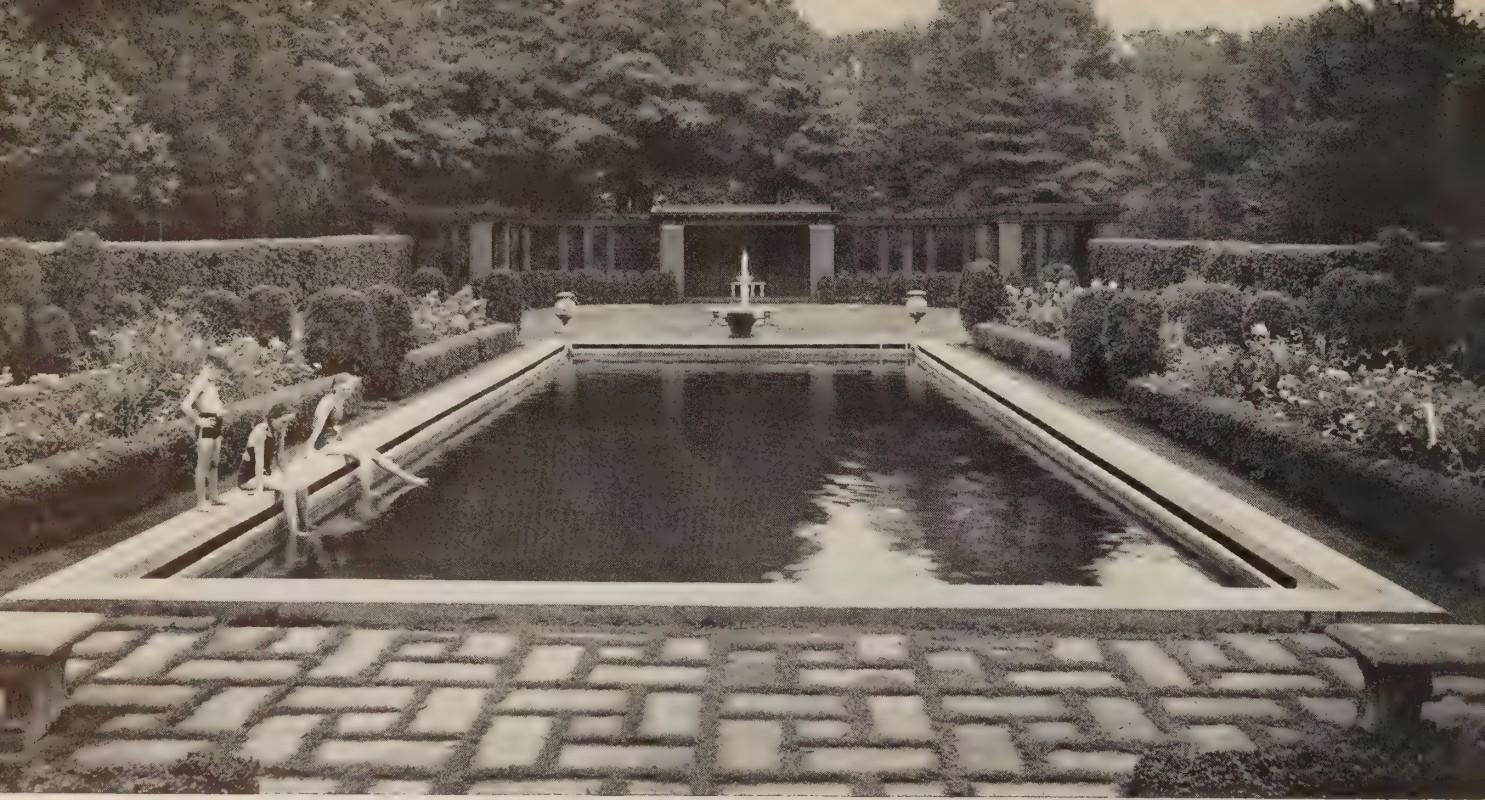
Basement walls in the home of E. R. Tozer, Lakewood, Ohio



Medusa Portland Cement Paint is widely used to help make beautiful recreation rooms.

decorative effect. Painting the basement white or a light shade gives the greatest light reflection. A black or dark band 6 or 8 inches above the floor makes a baseboard effect and keeps the lighter wall from getting splashed or dirty when the floor is scrubbed.

FLOORS—Concrete basement floors should be painted with Medusa Floor Coating as described on page 20.



● D E C O R A T I N G S W I M M I N G P O O L S

Owners of thousands of beautiful swimming pools are unanimous in saying that Medusa Portland Cement Paint keeps their pools looking beautiful for a longer period of time. This is a decision reached after nineteen years of experience with this paint. The advantages of using Medusa Portland Cement Paint for either indoor or outdoor concrete pools are as follows:

Cement paint forms a beautiful, permanent, washable surface at a cost that is considerably less than oil paint.

By using Medusa Portland Cement Paint a pool can be used safely within one day after painting, provided of course, the weather is such that the paint can harden properly. Cement paint has an excellent coverage. Under normal conditions 10 lbs. of cement paint will cover from 200 to 350 square feet of surface one

coat. It can be applied with a spray gun or a wide Dutch or whitewash brush. This means the cost of application is considerably reduced over the cost of applying oil paint.

This paint makes a natural bond and becomes a part of the surface to which it is applied. Frequent renewals are therefore entirely unnecessary. Medusa Portland Cement Paint contains no glue, lime, casein or other material affected by the chemical action of lime, alkalies or water. The paint does not chip or peel, but gives a lasting beautiful finish. Medusa Portland Cement Paint can be secured in black, white and these beautiful colors—Spanish buff, ivory, cream, stone gray, pearl gray, green, blue and red. (Blue Medusa Portland Cement Paint is not guaranteed as to color but is often used by those who expect to paint periodically.) They meet the decorative requirements of almost any pool owner. Either old or new pools can be painted with this paint.

For information on the use of Medusa Paint for pools see "Directions for Using" on pages 18-19.

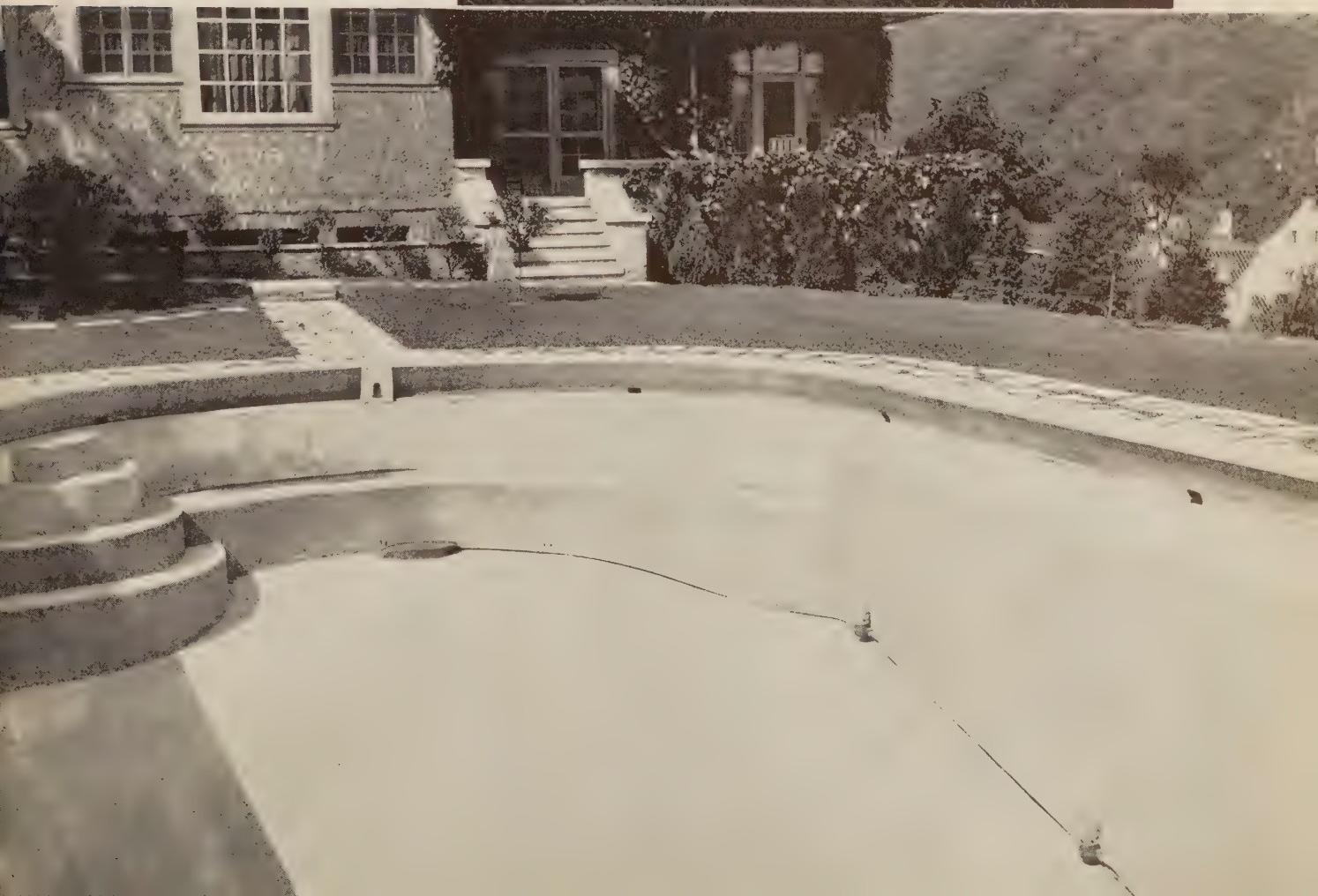
This beautiful pool at the Saddle and Cycle Club in Chicago, Ill. painted with Medusa Portland Cement Paint.



In the center is a pool at Fort Wayne, Ind., on which 500 pounds of Medusa Portland Cement Paint were used.



Below is shown the swimming pool on the John O. Tucker Estate, Wheeling, W. Va. Notice the clean, white appearance of the bottom and sides secured by painting with Medusa Portland Cement Paint.



PAINTING SILOS ELEVATORS AND FARM BUILDINGS

PROTECTION FOR ALL MASONRY CONSTRUCTION ON FARMS—Barns, silos, watering troughs, poultry houses, milk houses, fence posts, cisterns and smoke houses constructed of concrete or masonry, should be protected with Medusa Portland Cement Paint. The farm house itself can advantageously use this paint on storage cellar, foundation exterior, chimney, or if a concrete block, brick, or stucco house, on the entire exterior as described in the section on home uses.

SILOS—Two coats of Medusa Paint properly applied to silo exteriors give a dense, hard, water-resisting coating, affording protection and improving the appearance of the farm.

MILK HOUSES—Ordinary gray concrete walls in milk houses are hard to clean due to absorption of the concrete. Clean, white walls are conclusive proof of sanitary conditions. Two coats of Medusa Portland Cement Paint will give a dense, damp-proof surface, easily



Williams Brothers Company's silos at Kent, Ohio. Painted with 2375 lbs. of Medusa White Portland Cement Paint.

washed with soap and water. No offensive odors.

ELEVATORS—Elevators painted with Medusa Portland Cement Paint stand out in an advertising way as distinctive landmarks. The paint seals the pores of the surface, fills wall cracks and thereby protects against the destructive action of the elements, eliminating expensive maintenance later.



Silos owned by the National Mortar and Supply Co., Gibsonburg, Ohio. Painted with 2900 lbs. of Medusa White Portland Cement Paint.



Storage tanks of the Fleischmann Malting Company, Chicago, Ill. Painted with Medusa Stone Gray Portland Cement Paint. James Stewart Corp., Chicago, Ill., engineers and contractors.

● OTHER USES FOR MEDUSA PORTLAND CEMENT PAINT . . .

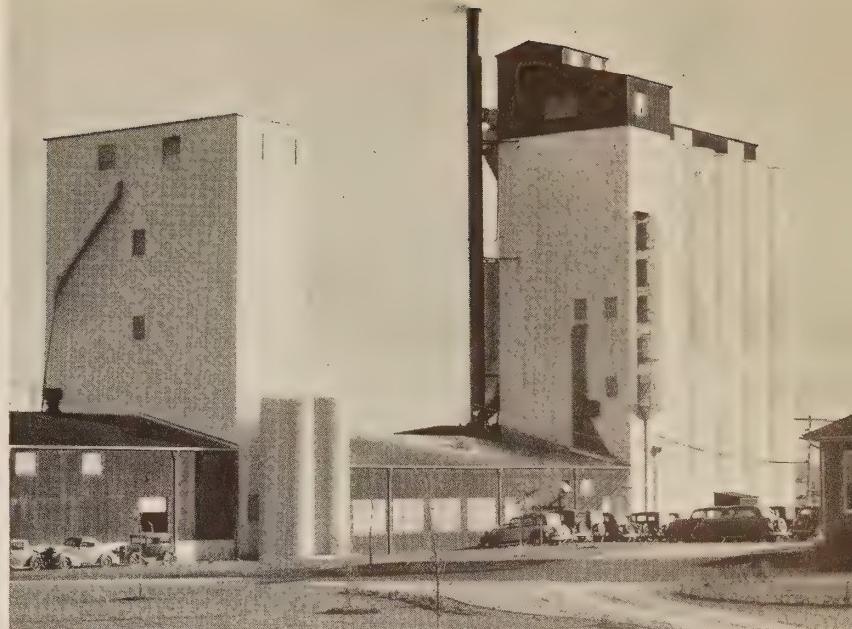
There is no end to the uses for Medusa Portland Cement Paint. In addition to its applications in the industrial field, in the home, railroad work, etc., any concrete or unglazed masonry, regardless of where or how used, should be protected, and made more attractive with this paint.

For example, filling station owners who want to keep their places looking clean and bright use Medusa Paint for concrete curb, pump bases, light standards and foundations. Manufacturers of concrete burial vaults use Medusa Portland Cement Paint both inside and outside of their vaults.

Many cities and towns having concrete street lighting standards use Medusa Paint to keep them bright and attractive and to protect them against deterioration.

CEMENT PRODUCTS—In the concrete products field, manufacturers of concrete blocks, concrete brick, tile and other products are using cement paint to give both protection and color to their products. It is advisable to apply Medusa Cement Paint after the unit has been laid up as it will give protection to the joints as well as the surface and be much more attractive.

Smokestacks, tunnels, garden furniture, bird baths, clothes posts, fence posts, water tanks and trim stone are other uses for Medusa Portland Cement Paint.



Swift & Co. Soybean Plant, Champaign, Ill. Medusa Portland Cement Paint used.



White Medusa Portland Cement Paint on the interior walls makes this Chicago candy factory light and clean.

Biological Laboratory, Swarthmore College, Swarthmore, Pa. Medusa White Portland Cement Paint used on walls, Medusa-Lite on ceiling, and Medusa Floor Coating on the baseboard.



DIRECTIONS FOR USING MEDUSA PORTLAND CEMENT PAINT



PREPARATION OF SURFACE—Clean off all dirt, dust and whitish efflorescence. The paint will not adhere where efflorescence has not been removed. This can be removed generally with a 10% muriatic acid wash or by wire brushing.

In general, surface should be wet down with water to prevent a porous wall from absorbing the water from paint before it has a chance to harden. This is especially true in dry, hot weather. However, in the case of very dense surfaces such as those resulting from use of pressed wood forms or a rubbing stone in the finishing, omit the wetting of the surface and take advantage of all available absorption but spray very thoroughly while hardening. This paint is made of triple ground cement and like any

cement—it should have plenty of water in order to harden.

COVERING CAPACITY—Dependent upon the surface, 10 lbs. of paint will cover from 200 to 350 square feet of surface one coat. Ten pounds of Medusa Paint will make approximately 1½ gal. of liquid paint ready for application. On exceptionally rough and extremely porous surfaces such as cinder and Haydite blocks the above coverage will not apply. On these surfaces we recommend that the first coat of Medusa Paint be scrubbed in with a brush, then another coat applied in the ordinary manner.

MIXING—First coat—Use 5 quarts of water with 10 lbs. of paint—add the paint slowly while stirring the water. This prevents the forming of lumps.

Second coat—Same as above, using 4 quarts of water with 10 lbs. of paint. Be sure to wet the first coat before applying the second.

A thinner paint is recommended for the first coat so that it can work its way into the cracks and surface pores and seal them, preparing a good base for the second coat. The second coat can be applied the day following the application of the first coat.

HOW TO APPLY—Apply with whitewash brush or spray, hand or power operated. When spray is used, agitation is necessary. When a brush is used, employ a horizontal sweeping motion, keeping the brush full of paint. Stir the paint with the brush each time it is dipped—this prevents settling of the paint. When painting rough surfaces such as stucco, Haydite block, cinder block, etc., the first coat requires a different treatment than for ordinary, smooth or medium rough surfaces. Four quarts of water are used with ten pounds of cement paint for the first coat. After thorough mixing, a scrub brush is used for application. The scrub brush is dipped into the paint and the paint scrubbed thoroughly into the surface with a circular motion in order to get all the voids and pores filled with the paint. The paint should be kept thoroughly stirred during this operation in order to get evenness of color. The second coat on these rough surfaces is applied like the second coat on ordinary surfaces.

BEST RESULTS—It is very important to see that paint does not dry out too rapidly. Each coat should be wet down as soon as it has hardened to the point where the paint will not wash off.

CRACKS—Make a paste with the paint, tinting it to match the color of the surface to be painted and fill the crack. If this is done, the cracks will be hardly visible. Where only small cracks are encountered, work the paint in with the brush.

PACKAGES—Medusa Portland Cement Paint is manufactured in white, black and eight colors and is furnished in 5 lb. packages; 10 lb. pails; 50 lb. steel cans and 350 lb.

bbls.—full directions in each container. Medusa Portland Cement Paint is always packed in metal and wood containers, never in sacks.

PRECAUTIONS—Prior to applying Medusa Paint to walls and floors of old concrete swimming pools, the concrete surfaces must be washed with a solution composed of 1½ pounds of caustic soda mixed with 1 gallon of hot water to remove the film of body oils and grease absorbed by the concrete. The surfaces must be thoroughly washed with clear water to remove all of the caustic solution.

If the surface has been previously painted with other than a true Portland Cement Paint, remove the old finish before applying Medusa Paint. Medusa Portland Cement Paint does not bond permanently to a non-absorbent surface such as enameled brick, vitrified or glazed brick, or hard-burned non-porous tile. While Medusa Paint is not guaranteed on Magnesite stucco, there are many instances where it has been used successfully on this type of surface.

The ideal application temperature is 70 degrees. Below this temperature allow more time for hardening. Hardening action ceases at 40 degrees and freezing starts at 32 degrees Fahrenheit. Therefore do not apply Medusa Portland Cement Paint during freezing weather. Medusa Portland Cement Paint should never be applied to any vitrified or glazed surfaces.

CONCRETE FLOORS—Do not apply Medusa Portland Cement Paint to concrete floors except floors of swimming or wading pools or shower rooms. For concrete floors use Medusa Floor Coating (see page 20).

MEDUSA FLOOR COATING

FOR INTERIOR USE ONLY



HOW TO PAINT... CONCRETE FLOORS

MEDUSA FLOOR COATING overcomes the difficulties usually encountered in decorating concrete floors. This paint makes a colorful finish that is absolutely moisture proof; thereby eliminating surface flaking. Medusa Floor Coating is made with a vehicle that is unaffected by alkalies or lime in cement. These alkalies saponify the oils in ordinary coatings and break down the paint film so that the paint softens and comes off, necessitating costly refinishing.

Medusa Floor Coating wears much longer than other well known floor paints—its extreme hardness resists not only ordinary wear, but also the grinding action of dust and dirt.

COLORS—Medusa Floor Coating is available in light gray, battleship gray, Chinese red, brown, red, green, also black and white. **CAUTION**—

Medusa Floor Coating red or Chinese red sold at the risk of the purchaser. If used, we suggest a coat of good interior floor varnish be applied three weeks after the application of the floor coating.

PACKAGES—Medusa Floor Coating is supplied in quart cans, 1-gallon pails, 5-gallon drums, 55-gallon drums.

APPLYING—Medusa Floor Coating should be thoroughly stirred before applying. Although it is moisture proof, it must have a dry surface for application to insure perfect bonding. Be sure, also, that the floor is clean of dirt, grease or oil. After cleaning, etch the concrete with a 10% solution of muriatic acid, let stand 10 minutes, then rinse thoroughly with clean water and allow floor to dry. Now place a few drops of water on the surface. If it stands on the surface, we would



The floor in this recreation room painted with
Medusa Floor Coating.

not recommend painting with Medusa Floor Coating. If the water disappears quickly, the floor is sufficiently porous to properly bond the Medusa Floor Coating.

Apply a first coat thinned with 10% turpentine; apply second coat as it comes from the can. On a surface subject to considerable wear, a third coat more than pays for the additional paint and labor.

Brush the first coat well into the surface, using a short bristle brush. When first coat is absolutely dry to the touch (only an hour under favorable conditions), apply the next coat. The second and third coats should be brushed out to give an even spread and good coverage.

On the average trowelled floor, the covering capacity for the second or third coats is about 600 square feet per gallon. If conditions are ideal, the floor is ready for normal service 24 hours after the final coat is applied. Where service is to be severe, however, it is advisable to wait two or three days. For floors below ground level, apply Medusa Floor Coating when the heating equipment is in use if at all possible. If it is necessary to apply Medusa Floor Coating to floors below grade at other times make sure that positive ventilation is afforded by the use of an electric fan placed on the floor. Any condensation of moisture will prevent the proper bonding and hardening of the floor coating.



At the left: a concrete floor in the Coca-Cola plant at Bowling Green, Ky. Medusa Floor Coating was used to secure a hard finish against the grinding action of hand trucks and other surface friction. This material also gave a colorful, moisture and alkali-proof finish to this industrial floor.

At the right is a salesroom floor in St. Paul, Minn., painted with Medusa Floor Coating.



DIRECTIONS FOR USING MEDUSA-LITE THE FLAT WALL FINISH



Medusa-Lite is a casein paint in paste form that gives a truly beautiful, economical, flat finish. It is easy to work, is quick drying and economical in initial cost and application. In most cases one-coat covers.

SURFACES—Medusa-Lite can be used on interior walls and ceilings whether they are concrete, brick, tile, stone, plaster, insulating board, canvas, wood, metal or wall board. It can be used over oil or any other paint, fresh plaster, or concrete. It is not recommended for rooms subject to excess moisture or condensation.

MIXING—Medusa-Lite comes in paste form and is thinned with water. To each gallon of paste add approximately 5 pints of water with a continuous thorough mixing. Medusa-Lite is used as a priming coat especially on plaster under oil paints and enamels. It is an opaque

coat between the first and third coat of oil paints and similar coatings.

APPLICATION—Medusa-Lite is flexible in that it can be sprayed or brushed. It has greater coverage than ordinary paints—300 to 700 sq. ft. per gallon, depending upon type of surface to be painted. This finish requires no sizing or previous treatment of surface. Colors are intermixable. There is no thinner to buy. It does not crack, peel or powder.

FAST DRYING—One hour after a room is painted with Medusa-Lite it is dry to the touch and a room can be set in order. This makes a finish that is ideal for hotels, homes, stores and offices.

COLORS—Medusa-Lite can be secured in white and seven beautiful pastel shades. They are permanent and lime proof. All colors retain their beauty under light, heat, acid or chemical fumes, a tremendous advantage in all types of industrial uses. The white has a high light reflective value—90% and greater—and does not turn yellow.

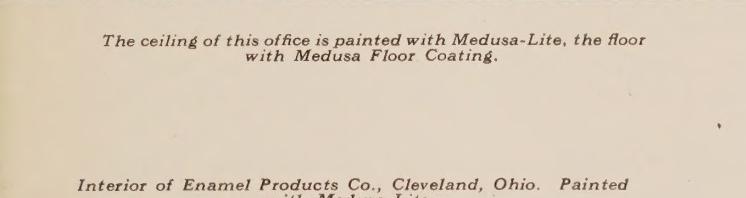
OTHER ADVANTAGES—Medusa-Lite is not inflammable. Fifty percent more surface can be painted in the same time than with ordinary paints. Medusa-Lite comes in $\frac{1}{4}$ -gallon, 1-gallon and 5-gallon cans.



The ceiling of this office is painted with Medusa-Lite, the floor with Medusa Floor Coating.



*The Exhibition House, Philadelphia, Pa.
Medusa-Lite used on walls.*



Interior of Enamel Products Co., Cleveland, Ohio. Painted with Medusa-Lite.

The walls and ceilings of this office in a Cleveland country club are painted with Medusa-Lite



MEDUSA 15 PRODUCTS

MEDUSA GRAY PORTLAND CEMENT—A standard Gray Portland Cement

MEDUSA WATERPROOFED GRAY PORTLAND CEMENT—Our standard Gray Portland Cement with the proper amount of Medusa Integral Waterproofing ground in at the mill to insure proper distribution. Used wherever concrete is below grade or exposed to moisture or dampness.

MEDUSA "MEDCO" HIGH EARLY STRENGTH CEMENT has all the properties of our standard Gray Portland Cement but gives normal 5 to 7 days' strength in 24 hours.

MEDUSA WHITE PORTLAND CEMENT—Our standard Portland Cement used wherever white or colored effects are desired—non-staining.

MEDUSA WATERPROOFED WHITE PORTLAND CEMENT—Our standard White Portland Cement with the proper amount of Medusa Integral Waterproofing ground in. Used for stucco and stone mortar and all work subjected to damp or wet conditions. Non-staining.

MEDUSA STONESET CEMENT—A non-staining waterproofed mortar cement for setting, pargeting, and pointing of cut stone, and for laying up face brick. Complies with Federal Specifications 181-B, Type 2, for Masonry Cements.

MEDUSA BRIKSET CEMENT—Has a waterproofed Portland Cement base. It is a prepared masonry mortar; no lime needed. Complies with Federal Specifications 181-B, Type 2, for Masonry Cements.

MEDUSA PORTLAND CEMENT PAINT—A decorative and protective coating for all concrete and masonry surfaces. Can be applied on fresh concrete or wet surfaces. Black, white and eight colors.

MEDUSA FLOOR COATING—A concrete floor coating that needs no undersurfacer. Moistureproof; and highly resistant to abrasion. Black, white and six colors.

MEDUSA-LITE—An interior flat wall finish. White and seven colors. Durable, quick drying, economical.

MEDUSA-LITE PRIMARY COLORS—A flat wall finish for interior use. Fifteen full strength colors from which 60 colors and tints can be made.

MEDUSA WATERPROOFING POWDER added to Portland Cement, waterproofs concrete.

MEDUSA CONCENTRATED WATERPROOFING PASTE—Waterproofs concrete when added to the mix through gauging water.

CRESCENT HYDRAULIC PAINT for painting masonry, concrete and stucco surfaces. Unusually economical. Four colors.

MEDUSA WHITE TILE GROUT CEMENT has a better white color and high hiding power.

MEDUSA PRODUCTS CO.

DIVISION OF
MEDUSA PORTLAND CEMENT CO.
1000 MIDLAND BUILDING CLEVELAND, OHIO

